

## Message Text

UNCLASSIFIED

PAGE 01 SEOUL 00455 200935Z

15

ACTION EB-07

INFO OCT-01 EA-09 ISO-00 SP-02 AID-05 NSC-05 CIEP-02

TRSE-00 SS-15 STR-04 OMB-01 CEA-01 CIAE-00 COME-00

FRB-01 INR-07 NSAE-00 USIA-15 XMB-04 OPIC-06 LAB-04

SIL-01 AGR-10 L-03 H-02 TAR-01 /106 W

----- 048443

R 200823Z JAN 76

FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 5067

UNCLAS SEOUL 0455

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJ: SUNKIST TRADEMARK AND TECHNICAL ASSISTANCE PROBLEMS

REF: A) STATE 8118

B) WALLACE LETTER TO PERKINS AUGUST 12, 1975

C) SEOUL 5878

1. IN REPLY TO PARA 1 OF REF A, EMBOFF CONTACTED HAI TAI AND WAS INFORMED HAI TAI WAS MANUFACTURING ORANGE JUICE UNDER SUNKIST LABEL FOR SALE TO US FORCES KOREA, AND FOR EXPORT. ALSO ORANGE JUICE FOR DOMESTIC SALES IS BEING PRODUCED AND SOLD UNDER HAI TAI LABEL. PLANT REPORTED NO PROBLEM IN SUPPLY OF ORANGES OF WHICH 50 PERCENT IS DOMESTIC AND 50 PERCENT U.S. IMPORTED FROM SUNKIST.

2. COMMERCIAL CABLE TO AGATT RECEIVED 20 NOVEMBER 1975 INDICATED SUNKIST PRODUCTION MANAGER FROM US WAS IN KOREA TO PROVIDE TECHNICAL ASSISTANCE TO HAI TAI IN CONNECTION WITH OPERATION OF EXTRACTION PLANT AND APPEARS TO HAVE BEEN SUCCESSFUL.

3. WITH REGARD TO PARA 2, REF A. EMBOFF CALLED ON EPB REGARDING SUNKIST APPLICATION FOR 2 PERCENT ROYALTY PAYMENT FOR TECHNICAL

UNCLASSIFIED

PAGE 02 SEOUL 00455 200935Z

ASSISTANCE FILED JUNE 11, 1975. APPLICATION WAS REFERRED TO  
MINISTRY TRY CIENCE AND TECHNOLOGY WHICH SHOULD REPORT TO EPB  
NEXT MONTH. EPB DECISION SHOULD BE FORTHCOMING IN FEBRUARY.  
FYI: AS A MATTER OF GENERAL POLICY ROK GOVERNMENT STRICTLY  
REGULATES LOCAL INDUSTRIES BUYING FOREIGN TRADE MARKS TO  
OBTAIN TECHNICAL KNOW-HOW, AS REPORTED EARLIER.

4. REGARDING CHANGES IN ROKG TRADEMARK LAWS, REF C EXPLAINED  
THE IMPLEMENTATION OF LATESTAMENDMENT TO TRADEMARK LAW WHICH  
TOOK EFFECT JANUARY 1, 1974. SUNKIST AGREEMENT FOR EXCLUSIVE  
TRADEMARK LICENSE TO HA TAI SIGNED MARCH 13, 1973, AND AMENDED  
TO NON-EXCLUSIVE TRADEMARK LICENSE ON NOVEMBER 4, 1974.  
APPLICATION TO EPB FOR TECHNOLOGY TRANSFER ROYALTIES SUBMITTED  
JUNE 11, 1975, BY HAI TAI. EMBASSY FAILS TO UNDERSTAND RETROA-  
CTIVE SATEMENT IN REF. A.  
ERICSON

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 20 JAN 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976SEOUL00455  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760020-0794  
**From:** SEOUL  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t19760140/aaaabjtr.tel  
**Line Count:** 77  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 STATE 8118  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** mendozsm  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 29 JUL 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <29 JUL 2004 by castelsl>; APPROVED <17 AUG 2004 by mendozsm>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** SUNKIST TRADEMARK AND TECHNICAL ASSISTANCE PROBLEMS  
**TAGS:** BEXP, KS  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006